

Message Text

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72

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FM AMEMBASSY YAOUNDE

TO SECSTATE WASHDC 5393

INFO AMCONSUL DOUALA

UNCLAS YAOUNDE 0920

E.O. 11652: N/A

TAGS: BEXP, CM, XA

SUBJ: FY 1976 TRADE PROMOTION PROGRAM FOR AFRICA

REF: A) STATE 48501., B) DOUALA 72

1. EMBASSY YAOUNDE AND CONSULATE DOUALA CONCUR WITH COMMERCE RECOMMENDATION GIVEN REFTEL A, PARA 10, TO SUBSTITUTE ENGLISH-SPEAKING COUNTRIES FOR LIVESTOCK AND POULTRY RAISING AND PROCESSING EQUIPMENT CATALOG SHOW ORIGINALLY SCHEDULED FOR CAMEROON. WHILE THIS TYPE OF SHOW WAS RECOMMENDED BY AGRICULTURAL EQUIPMENT SHOW ITR PELLEGRIN, IN VIEW OF BUDGETARY CONSTRAINTS SHOW WOULD MAKE BETTER SENSE IN ENGLISH-LANGUAGE AREA. THIS MEANS HOWEVER, THAT CAMEROON TRADE PROMOTION PROGRAM WILL HAVE NO SPECIAL EVENTS FROM MARCH 1975 THROUGH JUNE 1976.

2. LARGE PARASTATAL CATTLE-RAISING ENTERPRISE PRESENTLY IN DIRECT CONTACT WITH SEVERAL AMERICAN FIRMS RE BIDS FOR CONSTRUCTION ENGINEERING OF TWO PLANNED ABATTOIRS, AND POULTRY AND CATTLE DEALERS MAKING DIRECT CONTACT WITH SOYA CO. REPRESENTATIVES WHO PLAN TO BECOME MORE ACTIVE IN CAMEROON. WE BELIEVE ADDITIONAL NEEDS THIS SECTOR CAN BE ADEQUATELY HANDLED BY TOP PROGRAM.

3. JUDGING BY EXPERIENCE OF TWO PREVIOUS CATALOG SHOWS, EMBASSY AND CONSULATE HAVE RESERVATIONS ABOUT EFFECTIVENESS OF CATALOG

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SHOWS IN THIS MARKET. ENGLISH-LANGUAGE CATALOGS ATTRACT LIMITED

READERSHIP AMONG LARGELY FRENCH-LANGUAGE DECISION MAKERS, AND
SEPARATION OF GOVERNMENT AND BUSINESS CENTERS IN CAMEROON---
YAOUNDE AND DOUALA, RESPECTIVELY -- MAKES IT DIFFICULT TO
CONCENTRATE EXHIBITION. (BOTH SHOWS TO DATE HELD IN USIS AMERI-
CAN CULTURE CENTER IN DOUALA.) AN ALERT, FRENCH-SPEAKING
ITR CAN GREATLY MAKE UP FOR SOME OF THESE DEFICIENCIES, BUT
EVEN HE CAN ONLY DO SO MUCH. IF CATALOG SHOWS ARE TO BE
STAGED IN CAMEROON AFTER FY 76, WE WILL OPT FOR LIMITED
NUMBER SELECTED ON BASIS OF IMMINENT PROJECTS AND TARGETED
TO MORE SPECIFIC AUDIENCES.
MOORE

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